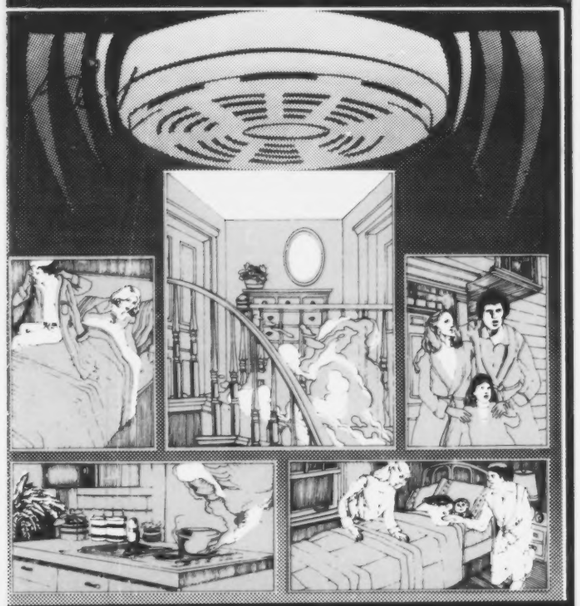
IT'S ALARMING . . . .



Each Year Residential Fires Claim 6,000 Lives

Smoke detectors can save some of these lives by providing an early warning to fire. In fact, statistics show that if fire strikes in your home, you are twice as likely to perish if smoke detectors are not in use.*

Take the responsibility for motivating your community start planning a smoke detector campaign today.

FEM 1.102:

federal emergency management agency
U.S. fire administration

Types of Campaigns

Public education campaigns take many forms – from a poster campaign to a full media effort. Whatever the type of campaign, the important thing is to get the message to the people: GET THE SMOKE DETECTORS – MAINTAIN THE SMOKE DETECTORS – PRACTICE A HOME FIRE ESCAPE PLAN.

Here are some examples of successful smoke detector campaigns:

SLIDE PRESENTATIONS AND DETECTORS AT A DISCOUNT IN COLUMBUS, OHIO

The Ohio Farm Bureau Federation and the Ohio State Grange have been sponsoring presentations of a 25-slide show, "Wake Up, Get Out and Live". After each presentation, the membership is urged to purchase approved smoke detectors at a discount. The combination of a slide show demonstrating the benefits of smoke detectors with the offer of discount prices is an exceptionally successful approach to smoke detector public education.

DOOR-TO-DOOR PROMOTION IN GRAND HEIGHTS, OHIO

After a smoke detector saved the life of Fire Chief Charles Hovermale of the Grandview Heights Fire Department near Columbus, Ohio, he began a public education campaign in the suburban community of 9,000 residents. Firefighters went door-to-door encouraging residents to purchase and install smoke detectors. Firefighters stressed the necessity of both an early warning system and an escape plan. In a little over two months, more than 3,000 residential units had been visited. One week after the campaign's conclusion, the smoke detector supplier reported 180 detectors sold at the rate of 5-6 per day.

LEGISLATION AND PUBLIC EDUCATION IN PRINCE GEORGE'S COUNTY, MARYLAND

The Prince George's County, Maryland Fire Department conducted a smoke detector campaign combining the advantages of mandatory legislation and public education.

They drafted smoke detector legislation requiring detectors in all existing multi-family dwellings: apartments, hotels, and motels. They lobbied heavily at state and local levels. Once the law was passed and the fire department was identified as the enforcing agent, the department then implemented an extensive smoke detector inspection program.

While working to get their legislation passed, the P.G. County department did not ignore the need to persuade the public. Department representatives emphasized the drop in fire injury rate and property damage due to smoke detector use at public meetings.

*Statistics from the National Fire Data Center, U.S. Fire Administration, Washington, D.C. 20472

Devising your smoke detector campaign

To devise a good public safety campaign, you must enlist community support. This gives the program momentum. Add public awareness, through publicity and distributed material, and you've got your campaign off the ground.

1. Enlisting Sponsorship

Many community organizations are receptive to the smoke detector cause. Consider enlisting your local social and civic organizations in the campaign. If you are not familiar with these groups in your community, call your local Chamber of Commerce or City Hall.

Initially, it is best to approach these organizations with a written request. Describe the potential impact that increased smoke detector use may have on the community.

Once a community organization has endorsed the smoke detector campaign, make specific suggestions as to how the organization can help. To make appropriate suggestions, of course, you must be familiar with the organization's resources.

There are various ways to utilize a community group's resources. Use your imagination! Here are some common examples:

- Place a small ad or feature article in the group s newsletter or magazine.
- Include a brochure on smoke detectors with the next membership mailing.
- Have members display posters to build awareness of the smoke detector campaign.
- Make a smoke detector presentation at one of the group's regularly scheduled meetings.

2. Obtaining Media Support

To ensure a successful public safety campaign, get as much favorable publicity as possible.

To get the most publicity, try to obtain media coverage. For this reason, it is important to develop a rapport with members of all local media centers.

There are four kinds of media coverage, all of which can be useful: news, editorial, feature and public service. News deals with the facts of an event. An editorial is the official position of the newspaper, radio or television station on a specific issue. Feature articles often concentrate on the "How" or "Why." Public service announcements are required of radio and television stations.

Examples–

NEWS: A story of a fire in which a detector could have made a difference.

EDITORIAL: A broadcast urging the public to purchase smoke detectors.

FEATURE: An article on why smoke detectors are mandatory in certain states.

PUBLIC SERVICE: A broadcast outlining smoke detector installation tips.

3. Identifying Materials

A variety of materials is available for use in presenting smoke detector information in your community. Much of the material can be obtained at little or no cost; those with limited budgets can enlist the aid of local civic groups to purchase materials.

The materials listed below have been proven effective in communicating the smoke detector message.

Brochures

"People and Fire"

This 38-page illustrated booklet tells what to do in case of fire, how to lessen the likelihood of fire, and how to choose home fire detectors. Published by the Department of Housing and Urban Development, the booklet costs $1.40. When ordering, request stock number 023-000-00404-6.

Write: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402

"What You Should Know About Smoke Detectors"

This eight page booklet describes how smoke detectors work, what kinds of detectors are available, where to place the detectors and how and when to test the detectors. Single copies are free. Call the Consumer Product Safety Commission Hotline, 1-800-638-8326. The booklet can be purchased in bulk from the Government Printing Office for $.90 a copy. Request stock number 052-011-00203-8.

Write: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402

"Exit: Escape From Fire Wherever You Are"

This brochure explains how to plan and complete home fire escape. It is available in English and Spanish for $5.00 per 100 copies as NFPA Catalogue No. G-9B.

"Seconds Count Escape Planner"

This brochure provides information on home fire escape planning, with a grid for developing individual escape plans. Smoke detectors are mentioned. Available as NFPA Catalogue No. G-100, the brochure costs $7.00 per 100 copies.

"Home Fire Detection"

This brochure discusses home escape planning and emphasizes selection and maintenance of heat and smoke detectors. The brochure is available for $5.50 per 100 copies as NFPA Catalogue No. G-105B.

Write: National Fire Protection Association, Publications Sales Office, 470 Atlantic Avenue, Boston, MA 02210

Films

"The Bondi Story"

The case history of a residential fire is presented. The fire victim outlines uses, types, and advantages of detection devices. This 1976 film runs 12 minutes and is available for purchase at $375 and rental at $75 per week

Write: Film Communicators, 11135 Weddington Street, North Hollywood, CA 91601

continued.....

"Donald Duck's Fire Survival Plan"

Donald Duck and his nephews present a fire escape plan.

Write: Walt Disney Educational Media Company, 500 South Buena Vista Street, Burbank, CA 91521

"A Tiger in the House"

The film shows smoke detector location, installation, and home escape planning, as well as the reaction of a sleeping person to smoke in her bedroom. The film's purchase price is $195.

Write: Area 16 Production, 917 N. Highland Avenue, Hollywood, California 90038

"Wake Up, Get Out and Live"

This slide presentation has been responsible for the installation of more than 5,000 detectors. 27 slides and accompanying script show the need for early warning devices in the home and provide steps in developing home escape plans. The presentation is available for loan.

Write: Mr. Clair Young, Ohio Cooperative Extension Service, Ohio State University, 2120 Fyffe Road, Columbus, OH 43210

Consumer Information

The Consumer Product Safety Commission has extensive consumer information on sources of ignition.

Write: Bureau of Information and Education, Consumer Product Safety Commission, Washington, D.C. 20207

Technical Information

The U.S. Fire Administration has a new report prepared by the International Association of Fire Chiefs, "An Evaluation of Residential Smoke Detector Performance Under Actual Field Conditions."

Write: Federal Emergency Management Agency, U.S. Fire Administration, Washington, D.C. 20472

Technical information, research results, and statistics on all aspects of residential smoke detection are available.

Write: Fire Research Information Services, National Bureau of Standards, Building 225, Room A57, Washington, D.C. 20234

Educational Materials

The Hartford Insurance Company has an excellent fire prevention program for children at the kindergarten through third grade levels. The program offers magazines for students and guides for teachers, as well as films and film strips, posters, and incentive awards.

Write: Junior Fire Marshal Headquarters, Hartford Insurance Company, Hartford, CT 06115

Information on locally developed educational materials used in successful fire prevention programs is available.

Write: Federal Emergency Management Agency, U.S. Fire Administration, Washington, D.C. 20472

Your Campaign

With your first material resource in hand, you are now ready to embark upon a smoke detector campaign for your community. Once you display this poster, you have already begun!

Federal Emergency
Management Agency
Washington, D.C. 20472

Official Business
Penalty for Private Use – $300

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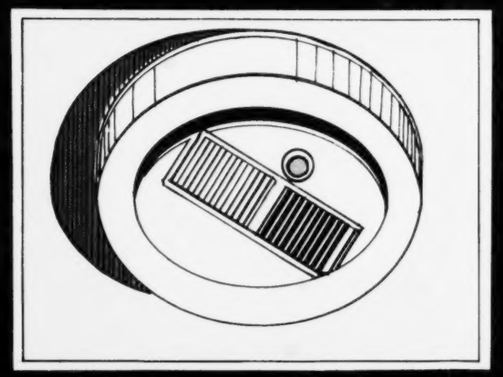
PERMIT No. G-114

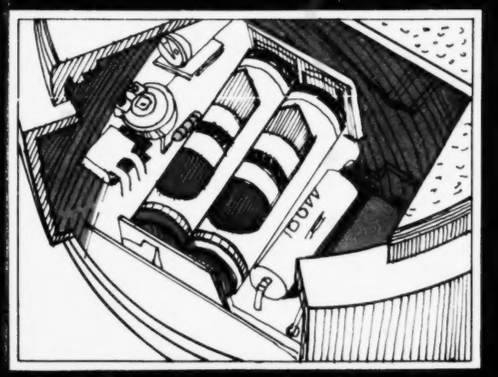
THIS IS NOT A TEST!

IS YOUR SMOKE DETECTOR READY FOR THE REAL FIRE?



1. Check batteries (is the light on)

2. Check smoke detector alarm



3. If signal is weak and "chirps" ...buy new batteries